

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC					
Call Sign WSPA-TV		Facility Id 66391		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SPARTANBURG		SC	SPARTANBURG		29303 -
Nielsen DMA GREENVLL-SPART-ASHEVLL-AND		World Wide Web Home Page Address WWW.WSPA.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2004	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	53				
Report reflects information for quarter ending: 09/30/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<input checked="" type="radio"/> DTV Education Report					
<input type="radio"/> Amendment				File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs	274
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Total 5:00 a.m. to 1:00 a.m. CSTs	195
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For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs	74
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Total 6:00 a.m. to 9:00 a.m. CSTs	66
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For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs	63
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Total 6:00 p.m. to 11:35 p.m. CSTs	56
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For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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Comments:

DUE TO TECHNICAL DIFFICULTIES WITH THE STATION'S CST MESSAGING ASSIGNMENT EQUIPMENT, WSPA AIRED 13 FEWER THAN THE 208 DTV CSTS REQUIRED BETWEEN 5:00 AM AND 1:00 AM DURING THE THIRD QUARTER OF 2008.

ON SEPTEMBER 1, 2008, WSPA EXPANDED ITS COVERAGE OF LOCAL NEWS BY ADDING AN ADDITIONAL NEWS 7 NEWSCAST, MONDAY- FRIDAY AT AT 7 PM. ALSO IN EARLY SEPTEMBER, WSPA REVISED THE MESSAGING FORMAT OF "JUDGE JUDY," WHICH AIRED AT 4 PM, TO BETTER ACCOMODATE NEWS PROMOTION INSERTS. THESE CHANGES INADVERTENTLY CAUSED THE STATION'S AUTOMATED CST MESSAGING ASSIGMENT EQUIPMENT TO DROP THE PRE-SCHEDULED HOURLY DTV SNIPES FROM THE 4 PM AND 7 PM PROGRAMMING. AS A RESULT, WSPA AIRED FEWER CSTS THAN PLANNED, THUS FALLING SHORT OF AIRING THE REQUIRED NUMBER OF 5 AM - 1 AM CSTS BY 13 SNIPES (WSPA HAD PRE-SCHEDULED FAR MORE THAN THE REQUIRED 208 DTV CSTS).

WSPA HAS NOW TAKEN AFFIRMATIVE STEPS TO ENSURE THAT THE STATION'S AUTOMATED MESSAGING ASSIGNMENT EQUIPMENT INSERTS CSTS AS SCHEDULED BY PERFORMING WEEKLY CST DELIVERY REVIEWS.

THESE WEEKLY CST DELIVERY REVIEWS AND OTHER COMPLIANCE ENHANCEMENT PRACTICES WILL ENSURE THAT WSPA WILL MEET AND EXCEED THE FCC'S DTV PSA AND CST BROADCAST REQUIREMENTS THROUGHOUT THE REMAINDER OF THE DTV TRANSITION.

TO MAKE GOOD THE STATION'S SLIGHT (13) DTV CST THIRD QUARTER DEFICIT, WSPA IS COMMITTED TO BROADCASTING DOUBLE THE REQUIRED NUMBER OF DTV CSTS IN THE 5:00 AM - 1:00 AM AND 6:00 PM - 11:35 PM PERIODS FOR THE FOURTH QUARTER OF 2008.

### 30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs	0
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Comments:

### 100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

### Section D (For all broadcasters)

#### Additional DTV On-air Initiatives - Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes  No

Comments:

TOP 7 DTV QUESTIONS NEWS REPORT:  
NEWS 7 @ 6PM: 7/7/08

CONSUMER WATCH REPORT ON WHAT TO LOOK FOR WHEN PURCHASING A TELEVISION:  
NEWS 7 @ 6PM: 7/9/08

DTV "SNOWSTORM" IN JULY:

NEWS 7 @ 6PM ON 7/10/08

DURING THE NEWSCAST, WSPA TURNED OFF THE ANALOG SIGNAL SO VIEWERS COULD SEE IF THEY WERE PREPARED. WSPA PROMOTED THIS SPECIAL "SNOWSTORM" DURING THE FOLLOWING NEWS 7 NEWSCASTS, WHICH INCLUDED DTV GRAPHICS:

NEWS 7 @ 5AM: 7/8/08

NEWS 7 @ 6AM: 7/8/08

NEWS 7 @ NOON: 7/10/08

NEWS 7 @ 5PM: 7/7/08

NEWS 7 @ 5PM: 7/9/08

NEWS 7 @ 6PM: 7/8/08

NEWS 7 @ 11PM: 7/8/08

WSPA ALSO BROADCAST TWO SPOTS 15 TIMES PER DAY OVER THREE DAYS TO ALERT VIEWERS TO THIS IMPORTANT DTV TRANSITION NEWS COVERAGE (TOTAL OF 90 SPOTS).

DTV PHONE BANK:

TO COMPLEMENT WSPA'S JULY 10 "SNOWSTORM" IN JULY, THE STATION ESTABLISHED A PHONE BANK THROUGHOUT THE NEWS 7 @ 5PM, 5:30PM, AND 6PM NEWSCASTS. A PANEL OF DTV EXPERTS STAFFED THE PHONEBANK TO ANSWER VIEWERS' DTV TRANSITION QUESTIONS.

**CONVERTER BOX AND COUPON NEWS STORIES:**

NEWS 7 @ 5AM: 8/15/08; 9/19/08  
 NEWS 7 @ 5:30AM: 9/19/08  
 NEWS 7 @ 5PM: 8/4/08  
 NEWS 7 @ 5:30PM: 8/14/08; 9/19/08  
 NEWS 7 @ 6PM: 7/9/08; 7/21/08; 8/4/08  
 NEWS 7 @ 7PM: 9/19/08  
 NEWS 7 @ 11PM: 9/18/08

**DTV & PRISONS NEWS STORY:**

NEWS 7 @ 5AM AND 6AM: 9/5/08

**WILMINGTON DTV TEST MARKET STORY:**

NEWS 7 @ 5AM: 9/9/08  
 NEWS 7 @ 8AM: 9/7/08  
 NEWS 7 @ 11PM: 9/6/08  
 NEWS 7 @ 11PM: 9/8/08

**"DTV TALKS" -ANCHOR TOM CRABTREE OFFERED TO SPEAK TO GROUPS ABOUT THE DTV TRANSITION:**

NEWS 7 @ 5:30PM: 9/19/08

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website?

Yes  No

If YES, did your station provide additional DTV related information or activities on that Website?  
 The comment box may be used to describe what was posted on the station's Website.

Yes  No

Comments:

ON THE HOME PAGE OF OUR WEBSITE (WWW.WSPA.COM), WE PROVIDE AN INTERACTIVE FEATURE ENTITLED "DTV ANSWERS-TELEVISION AS WE KNOW IT IS ABOUT TO CHANGE"; A DTV COUNTDOWN CLOCK; AND, A LINK TO INFORMATION ON PREPARING FOR THE DTV TRANSITION, WHICH INCLUDES A VIDEO OF WSPA'S CHIEF ENGINEER DEMONSTRATING HOW TO CONNECT A CONVERTER BOX (5:08 IN DURATION), DTV TRANSITION WEBSITES, AND A VIDEO AND TRANSCRIPT OF NEWS 7'S "TOP 7 DTV QUESTIONS" NEWS REPORT.

**Additional DTV Outreach Efforts -- Last Quarter**

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

Speaking Engagements

Comments:

NEWS ANCHOR TOM CRABTREE SPOKE TO VARIOUS COMMUNITY GROUPS ABOUT DTV TRANSITION ON THE FOLLOWING DATES: 7/15/08, 8/5/08, 8/13/08, 8/26/08, 8/28/08, 9/10/08, 9/16/08,9/23/08

Community Events

Comments:

Other (describe)

Comments:

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

## Comments:

IN ADDITION TO THE DTV PSAS REPORTED IN SECTION B ABOVE, WSPA BROADCAST 72 DTV PSAS BETWEEN 1:00 AM AND 5:00 DURING THE THIRD QUARTER.

**Station Certification**

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing RESEARCH DIRECTOR
Signature STEPHANIE K. CAUTHEN	Date (mm/dd/yyyy) 10/10/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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